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| MSU-logo-2001 | JOB DESCRIPTION  Part Time Staff |

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| **Position Title:** | **Campus Events Promotions & Marketing Coordinator** |
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| **Term of Office:** | May 1 to April 30 |
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| **Supervisor:** | Campus Events Programming Coordinator |
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| **Remuneration:** | B5 |
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| **Hours of Work:** | 12-14 hours per week |

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| **General Scope of Duties** |
| The Campus Events Department provides the McMaster community with a diverse range of programming throughout the year including concerts, speakers, Charity Ball and other activities. Promotion of the events is the main element to attendance. The Promotions & Marketing Coordinator will lead Campus Events Marketing and Promotions strategies. They will work together with the managers to develop marketing plans and campaigns for events and implement them. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| Supervisory Function | 5% | * Be responsible for Campus Events online identity and brand. * Lead the Sponsorship aspect of events. * Work with TwelvEighty to promote in-person events * Ensure Campus Events Staff are completing their assigned tasks and are equipped with correct promotional tools. * Provide informal supervisory support to the Campus Events Staff in conjunction with the Programming Coordinator |
| Communications Function | 20% | * Attend regular meetings with the Director and Programming Coordinator, as needed * Attend additional meetings in preparation for events * Host meetings for Campus Events Staff with Programming Coordinator * In conjunction with department managers, develop and implement strategies to facilitate two-way flow of information between the department(s) and the student body * Manage the information flow for the website, events calendar, and department specific social media accounts * Ensure an effective transition process by completing a transition manual and providing “on-the-job” training to their successor |
| Advertising & Promotions Function | 70% | * Create, plan and initiate marketing for events, including the materials, logistics and scheduling * Coordinate promotions for events using various avenues including the MSU website, social media, sign boards and the Residence Information System (RIS) * Maintain a working relationship with Underground Media + Design for creation of materials * Assist in promotions leading up to the event * Distribute posters, flyers and other promotional items in accordance with all MSU and University policies * Work promotional tables * Reach out to sponsors for online giveaways and events * Communicate with TwelvEighty on the coordination of event posters and other promotional material for upcoming events for applicable live events |
| Other | 5% | * Develop a social media strategy unique to each department, to be utilized throughout the year. For example, social media apps that may assist in promotion of events * Develop event-specific strategies as needed * May be asked to take an initiative or a leadership role in other aspects of the department as needed, particularly on event days. * Other duties as assigned |

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| **Knowledge, Skills and Abilities** |
| * Communication skills required in order to interact with numerous students and members of the McMaster community * Be able to remain professional when communicating, as these will be the views of the McMaster Students Union, and the Campus Events department * Must have a good working knowledge of both the MSU and McMaster community * Must have experience with social media platforms, and be able to use these mediums effectively * Must be highly motivated to work in a fast-paced environment, be well organized, detail oriented, have strong interpersonal skills and excellent time management skills * Must be able to work independently and as part of a team |
| **Effort & Responsibility** |
| * Organizational skills are required, as activities require the simultaneous completion of many tasks * Responsible for the promotion of a positive and proper image of the McMaster Students Union and its departments * Innovation to come up with new promotional ideas |
| **Working Conditions** |
| * Shared office space, or other location with internet access * Most tasks can be completed with a work from home mentality |
| **Training and Experience** |
| * Experience with social media platforms. * Additional training will be provided |
| **Equipment** |
| * Personal computer or phone that has access to Facebook, Twitter, Instagram, Twitter, Tik Tok, Snapchat, and other social media platforms |